

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KUTV-TV      Salt Lake City-Ogden	<b>Date:</b> 10/1/2012
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I, Media Strategies and Research,  
 being on behalf of: Jim Matheson, a legally  
 qualified candidate of the Democratic political  
 party for the office of: U.S. Congress  
 in the General  
 election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 15, 2012			Sunday, October 21, 2012		

**Total Charges: \$14,595.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Matheson for Congress

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Allen Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

Monday, October 01, 2012

Date



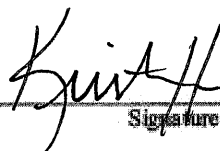
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

KRISTEN HENDERSON

Printed Name

POLITICAL ADVERTISING SPECIALIST

Title



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

## Contract # 1386466

### Schedule Dates

10/15/12-10/21/12

### Advertiser

Matheson for Congress (73730)

### Agency

Media Strategies & Research-Denver (1374)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

add to schedule oct 15 through oct 21 (477809)

### Salesperson

Henderson, Kristen (2948)

### Sales Office

KUTV/KMYU

### Buyer Name

/

### Phone/Fax

12259

### CPE

Local/Political Candidate Agency BRD

### Account Types

Standard

### Billing Type

Standard

### Comments

Date Entered 10/01/12

Last Modified 10/01/12

Entered By Chantrayce Diehl

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$2,189.25

Net Total \$12,405.75

Sales Tax

## Salt Lake City (KUTV)

By Broadcast Month

Oct. 2012 16

Grand Total: 16

Rate

\$14,595.00

\$14,595.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/16/12-10/19/12	1	:30	6A- 8A (MST)			1			1			2	\$550.00	\$1,100.00	Salt Lake City (KUTV)		10/1/12
2.0	Normal Line / SPOT	10/17/12-10/19/12	1	:30	8A- CBS-This Morning (New Title)				1		1			2	\$300.00	\$600.00	Salt Lake City (KUTV)		10/1/12
3.0	Normal Line / SPOT	10/15/12-10/15/12	3	:30	9A- CBS-Lets Make a Deal		1							1	\$135.00	\$135.00	Salt Lake City (KUTV)		10/1/12
4.0	Normal Line / SPOT	10/16/12-10/16/12	3	:30	3P- Ricki Lake			1						1	\$225.00	\$225.00	Salt Lake City (KUTV)		10/1/12
5.0	Normal Line / News	10/15/12-10/19/12	1	:30	5P- News-2 News at 5p		1	1		1	1			4	\$900.00	\$3,600.00	Salt Lake City (KUTV)		10/1/12
6.0	Normal Line / News	10/17/12-10/17/12	1	:30	6P- News-2 News at 6p				1					1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)		10/1/12
7.0	Normal Line / Prime	10/18/12-10/18/12	3	:30	9P- CBS-Elementary (Thursday)					1				1	\$1,750.00	\$1,750.00	Salt Lake City (KUTV)		10/1/12
8.0	Normal Line / News	10/17/12-10/18/12	1	:30	10P- News-2 News at 10p				1	1				2	\$2,500.00	\$5,000.00	Salt Lake City (KUTV)		10/1/12
9.0	Normal Line / News	10/21/12-10/21/12	1	:30	10P- News-2 News at 10p							1		1	\$900.00	\$900.00	Salt Lake City (KUTV)		10/1/12
10.0	Normal Line / SPOT	10/15/12-10/15/12	3	:30	10:35P- CBS-The David Letterman Show		1							1	\$285.00	\$285.00	Salt Lake City (KUTV)		10/1/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

*Kristen*

10/2/12

PAYMENT RECEIVED



# Station Order Revised Add to Schedule Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, October 15, 2012 to Sunday, October 21, 2012

12259

**Contact:** Kristen Henderson  
**Email:** KHenderson@kutv2.com

**Phone:** 801-839-1234  
**Fax:** 801-839-1101  
**Direct:** 801-839-1119

## KUTV-TV

Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
KUTV 6a News	EM	M-F	30	\$550.00		1			1			2
6:00 AM 8:00 AM			30	\$1,100.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
CBS This Morning	EM	M-F	30	\$300.00			1		1			2
8:00 AM 9:00 AM			30	\$600.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Lets Make a Deal	DT	M-F	30	\$135.00	1							1
9:00 AM 10:00 AM			30	\$135.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
Ricki Lake	EF	M-F	30	\$225.00		1						1
3:00 PM 4:00 PM			30	\$225.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
KUTV 5p News	EN	M-F	30	\$900.00	1	1		1	1			4
5:00 PM 5:30 PM			30	\$3,600.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 6p News	EN	M-F	30	\$1,000.00			1					1
6:00 PM 6:30 PM			30	\$1,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Elementary	PT	Th	30	\$1,750.00				1				1
9:00 PM 10:00 PM			30	\$1,750.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
KUTV 10p News	LN	M-F	30	\$2,500.00			1	1				2
10:00 PM 10:35 PM			30	\$5,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Sunday 10p News	LN	Su	30	\$900.00							1	1
10:00 PM 10:35 PM			30	\$900.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
Letterman	LF	M-F	30	\$285.00	1							1
10:35 PM 11:35 PM			30	\$285.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
<b>Station Gross Totals</b>				<b>\$14,595.00</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>		<b>1</b>	<b>16</b>

Suzanne Collins

### Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 10/1/2012 4:18:10 PM

KUTV-TV

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# Station Order Add to Schedule Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, October 15, 2012 to Sunday, October 21, 2012

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## KUTV-TV

Program Name	Days	DP	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
KUTV 6a News	EM	M-F	30	\$550.00	OK	1			1			2
6:00 AM 8:00 AM			30	\$1,100.00								
Highly pre-emptible at LUR per KUTV. Move to L1												
CBS This Morning	EM	M-F	30	\$135.00	\$300		1	1				2
8:00 AM 9:00 AM			30	\$270.00								
Highly pre-emptible at LUR per KUTV. Move to L2												
Young & Restless	DT	M-F	30	\$135.00	\$300	1						1
10:00 AM 11:00 AM			30	\$135.00								
Highly pre-emptible at LUR per KUTV. Move to L2												
Lets Make a Deal	DT	M-F	30	\$135.00		1						1
11:00 AM 12:00 PM			30	\$135.00								
Highly pre-emptible at LUR per KUTV. Move to L2												
Ricki Lake	EF	M-F	30	\$225.00	OK			1				1
3:00 PM 4:00 PM			30	\$225.00								
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV 5p News	EN	M-F	30	\$900.00	OK	1	1		1	1		4
5:00 PM 5:30 PM			30	\$3,600.00								
Highly pre-emptible at LUR per KUTV. Move to L1												
KUTV 6p News	EN	M-F	30	\$1,000.00	OK			1				1
6:00 PM 6:30 PM			30	\$1,000.00								
Sold Out at LUR per KUTV. Lowest Rate to Clear												
Criminal Minds	PT	W	30	\$1,400.00	\$3000		1					1
8:00 PM 9:00 PM			30	\$1,400.00								
KUTV 10p News	LN	M-F	30	\$2,500.00	OK	1	1					2
10:00 PM 10:35 PM			30	\$5,000.00								
Highly pre-emptible at LUR per KUTV. Move to L1												
Sunday 10p News	LN	Su	30	\$900.00	OK						1	1
10:00 PM 10:35 PM			30	\$900.00								
Highly pre-emptible at LUR per KUTV. Move to L2												
Letterman	LF	M-F	30	\$285.00	OK	1						1
10:35 PM 11:35 PM			30	\$285.00								
Highly pre-emptible at LUR per KUTV. Move to L2												
<b>Station Gross Totals</b>				<b>\$14,050.00</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>2</b>		<b>1</b>	<b>17</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/30/2012 3:30:18 PM

KUTV-TV

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suzannel@mediastategies.com